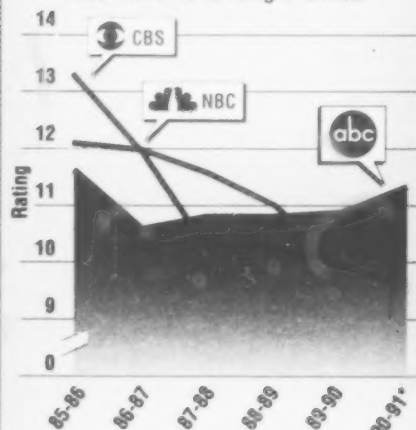


Advertising Age

Crain's International Newspaper of Marketing • In Two Sections • Section 1 • \$2.50 • \$3.00 in Canada • £3.50 in U.K.

CBS news hurting

"CBS Evening News" and "NBC Nightly News" ratings continue to decline while "ABC World News Tonight" climbs.



*Average weekday evening news ratings, Sept. 17, 1990, through Jan. 20, 1991.
Source: Nielsen Media Research



Dan Rather is on the hot seat as CBS ratings fail to climb.

Erica Langer/Photographers

Prestige of CBS takes direct hit from Gulf war

By Wayne Walley

The Tiffany leadership image of CBS News has become an unexpected casualty in the Persian Gulf War—and taking the most heat is anchorman Dan Rather.

Mr. Rather's current contract with CBS has at least two more years, sources say, but some industry observers believe the network might be forced to make a change and oust him from the anchor duties he's held at "CBS Evening News" for nine years.

When hostilities broke out Jan. 16, more viewers tuned to ABC and NBC than CBS, the once-proud home of broadcast news luminaries Edward

bright star for the network, but "Nightline" helped build an image for ABC, and Capital Cities, before it merged with ABC, owned TV stations that were No. 1 for news in their markets. Locally, they still dominate the news, and now the network does, too.

Some outsiders blame Mr. Rather for the network's performance, but other factors such as budget cuts, the closure of international and domestic bureaus, and increased competition have contributed to the decline of the once-mighty news organization.

"The public is seeing now what buyers have seen for a while: ABC is better, and it's the end of an era for CBS," said Doug Seay, senior

VP-director of broadcast programming for Hal Riney & Partners. "I'm not sure it's Dan Rather's fault. Top management at CBS is looking at the business, not the creative, side of news, and this is

the result."

The telecast, long the ratings leader, is in a neck-and-neck race with NBC for second this year, trailing ABC's "World News Tonight," which has topped the evening news ratings race for more than a year.

"You don't think to turn on CBS the minute something happens anymore," said Werner Michel, senior VP-corporate programming for Bo-

(Continued on Page 43)

Super Bowl ads in late scramble

By Patricia Winters

The Persian Gulf War sparked a spate of last-minute changes in advertising on Super Bowl XXV, led by Pepsi-Cola Co.'s decision to cancel its 800 number call-in promotion for Diet Pepsi.

Pepsi-Cola announced Friday it was withdrawing its call-in Diet Pepsi game after concerns were raised by the Federal Communications Commission that the promotion could cripple the nation's telephone system during a time of war.

The soft-drink marketer decided to replace ads about the promotion with other creative (see Page 46 for Bob Garfield's review of Super Bowl ads).

A Ray Charles spot that broke Jan. 1 but wasn't scheduled for the Super Bowl was set to run instead, in both 30- and 60-second versions.

Pepsi also quickly created a 30 pre-game spot explaining the canceled promotion.

In the post-game show, when Pepsi was to run a 30 announcing the winners of its canceled promotion, the marketer instead was scheduled to run a 30 kicking off a Diet Pepsi automobile giveaway

ads and yesterday's national free standing insert that carried the 800 number.

Pepsi said consumers who called the 800 number would hear a recording about the cancellation.



Pepsi went ahead with its Super Bowl ad plans, even though it scrapped its 800 number sweepstakes.



promotion originally scheduled to start next month.

The promotion was created by Pepsi with assistance from Clarion Marketing & Communications, Greenwich, Conn. BBDO Worldwide, New York, handles the advertising.

But while Pepsi was able to change the TV spot, it was unable to pull some regular print

Anheuser-Busch and Coca-Cola Co. also made changes last week in their Super Bowl advertising because of the changing mood of the country related to the Persian Gulf War.

After all-day meetings Thursday and Friday, Coca-Cola executives decided Friday to alter the creative part of its

(Continued on Page 43)

WPP mulls cash options

Japanese equity stake on list of scenarios

By Gary Levin and David Kilburn

WPP Group Chief Executive Martin Sorrell is negotiating with his lenders to ease WPP's cash crunch, and several scenarios are being floated on what he might do.

These options include a proposed equity infusion by an international consortium, issuing new shares on the Tokyo Stock Exchange, a renegotiation of debt or a combination of alternatives.

WPP, strapped by a \$620 million debt load, a weak advertising climate and a cash shortage, is said to be the target of a proposal from a group with possible Japanese involvement to buy a minority stake in the London-based holding company for J. Walter Thompson Co., Ogilvy &

Mather Worldwide and Hill & Knowlton.

One source saw the proposal as a way for Mr. Sorrell to avoid selling assets.

Tokyo-based Dentsu said it had been approached early this month about helping to refinance WPP. The agency wouldn't be specific about who approached it but did say categorically that it had no interest in any such activity.

A Japanese agency source said the giant Mitsubishi Corp. was seeking Dentsu's participation.

Mitsubishi, which set up a house ad agency last year, is known to be serious about expanding in the communications industry.

A Mitsubishi spokesman, after checks last

(Continued on Page 8)

GULF CRISIS

- Super Bowl advertisers rush to change ads—Page 1
- Travel marketers cut ads in upscale magazines—Page 3
- War has a profound impact on employees at Amstar—Page 42
- McCann-Erickson races to handle media disruptions—Page 42

R. Murrow and Walter Cronkite.

Even Cable News Network, the 24-hour cable channel, almost reached as many viewers as CBS during head-to-head prime-time news coverage Jan. 16 and 17, causing many in the TV industry to wonder about the future of CBS News.

"CBS News is no longer the leader or the perceived leader," said Kai Leibowitz, president of KSL Media, New York. "'60 Minutes' is still a

LAST MINUTE NEWS

Bowen loses JWT USA title

NEW YORK—Stephen Bowen, president of J. Walter Thompson USA, is being relieved of that title. He will continue as exec VP of JWT Co. working on multinational business from New York and Chicago, where he's now based. Observers viewed the move as a

(Continued on Page 8)

INSIDE

New BusinessTrack section offers tips for tough times

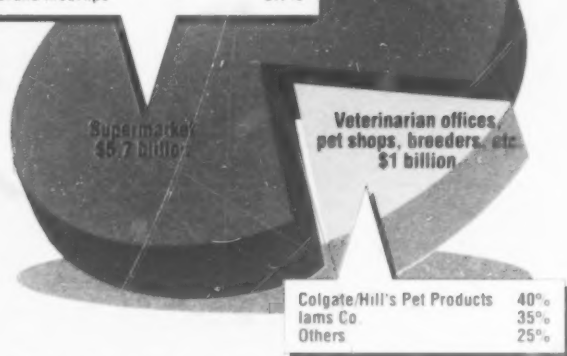
See Page 27

Marketers throw money at dog food Page 3

Cutting into supermarket sales

Specialty outlets have made a big inroad into the \$6.7 billion pet food market, but three major supermarket brands are fighting back.

Ralston Purina	26.4%
Carnation/Friskies	14.4%
Mars/Kal Kan	12.4%
Heinz/9-Lives and others	11.2%
Quaker/Ken-L Ration and Gaines	10.1%
Grand Met/Alpo	8.7%



Sources: Artipron SAM; Prudential-Bache Securities and Ad Age research

New pet food scrap in supermarkets

Purina, Kal Kan, Quaker try high-price lines

By Julie Llesse and Bradley Johnson

It may be the dogfight of the decade.

Three leading pet food marketers are unleashing more than \$125 million in the biggest marketing blitz to hit the \$6.7 billion-plus industry in years.

Ralston Purina Co., Kal Kan Foods and Quaker Oats Co. are simultaneously launching broad superpremium pet food lines, each with heavy spending targeted at consumers, retailers and pet professionals.

Purina and Kal Kan will go nose to nose—Purina with a \$40 million to \$50 million push for an expanded Purina ONE line, and Kal Kan with a \$50 million introduction of Expert "scientific" pet foods.

Right on their tail is Quaker, which will spend \$37 million to tell the story of new "advanced formula" Cycle dog food.

"It will be an extremely competitive year," said Terry Block, VP-director of pet food marketing for Purina.

At stake is not only money and market share, but the future direction of the pet food industry and where its products are sold. As pet food sales in supermarkets have slowed, sales in specialty outlets have boomed.

Purina, Kal Kan and Quaker want to collar in supermarkets consumers who are making special trips to pet shops and veterinarians' offices to buy the superpremium brands of Hill's Pet Products and Iams Co.

"If this isn't the biggest event in the category in years, it's one of the biggest," said Doug Mills, VP at Quaker and general manager of its pet food division. "With the change in where pet food is being sold—with \$1 billion now sold outside supermarkets—this is a big event. That's an indication of how big the opportunity is."

"Just as Americans have discovered they need to be conscious of their own health, I think that in the area of pets, people, in one sense, are simply projecting their own anxieties and perceptions on their animals," said John Murray, VP-sales and marketing for Kal Kan.

"I see Expert as analogous to [Con-Agra's] Healthy Choice," he said.

"Life-stage nutrition" is a core concept of all three brands. Like Iams and Hill's Science Diet, all three will be sold in different formulas to match a pet's age and activity level. Like Iams and Science Diet, all three carry premium price tags.

"We asked our retail customers: 'Would grocery stores have accepted a superpremium pet food line four years ago?' They

"With the change in where pet food is being sold—with \$1 billion now sold outside supermarkets—this is a big event."

said, 'No, no way.' Purina's Mr. Block said, "First, we had to establish that you could sell a superpremium pet food in supermarkets. The original ONE has done that, and as retailers' knowledge of category dynamics has grown, now we can expand the line."

To the original ONE (Optimum Nutritional Effectiveness) dry dog food, introduced four years ago, Purina has added puppy and Lite Dog formulas, plus ONE cat and kitten formulas.

Purina had tested a line of canned dog and cat foods as well and a line of dog treats.

"We culled these 17 dry food items out as the best," Mr. Block said. "We want consumers to be able to buy Purina quality products anywhere they choose to shop."

To that end, Purina continues to

(Continued on Page 43)

Reebok teams with George Lois

By Pat Sloan

Reebok International's Pump is being pumped up by a new ad agency and a new competitive strategy in a campaign that broke during Super Bowl XXV.

In a departure from its usual style, the athletic shoe marketer took a direct shot at Nike, its primary competition, in TV spots featuring pro athletes Boomer Esiason and Dominique Wilkins.

The spots kicked off Reebok's new \$20 million advertising and promotional effort being handled by Lois G&K, New York, instead of agency of record Hill Holliday Connors, Cosmopolis, Boston.

The Lois G&K work has sparked speculation Reebok's relationship with Hill Holliday is strained, especially since media buying was switched to DeWitt Media, New York, last fall. But VP-Marketing Services David Ropes denied any problem.

"I made it clear to them as I did when we named DeWitt for media buying that I have a philosophy on a project basis of going to where the creative talent lies," he said. "Will I engage another agency from time to time on a project basis? Yes."

Hill Holliday executives declined comment; sources indicated the agency was upset but had little recourse.

In a 30-second spot, Mr. Esiason, quarterback for the Cincinnati Bengals, takes a poke at Nike endorser Bo Jackson, a Los Angeles Raiders running back.

"Hey, I switched to the Pump for support, protection and a custom fit," Mr. Esiason says. "Which means Boomer knows something that Bo don't know pump up and air out." He then throws a pair of Nikes off-screen.

Dominique Wilkins of basketball's Atlanta Hawks mentions

(Continued on Page 46)



Reebok takes a competitive swipe in a spot featuring the Atlanta Hawks' Dominique Wilkins.

Upscale titles finally feel it

War, overcrowding contribute to surprise first-quarter losses

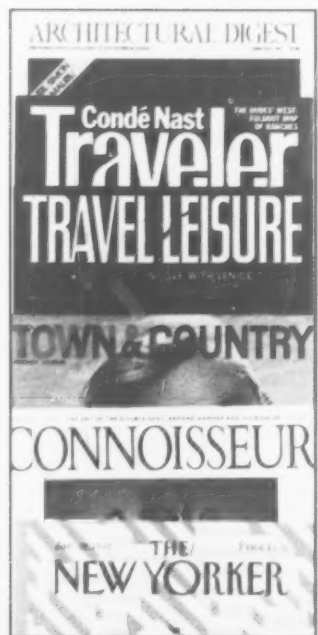
By Scott Donaton

The perception that upscale magazines are immune to economic downturns has been shattered by the realities of war, dwindling ad budgets and changing consumer values.

The bottom dropped out suddenly in the first quarter for the consumer titles edited for the affluent that had escaped the ad page declines posted by many last year.

Short-term factors such as the Persian Gulf War have played a significant role in the falloff, as travel and corporate image advertising—mainstay categories in most upscale magazines—have been scaled back drastically. But industry observers say publishers must also address long-term issues, such as overcrowding and shifts in consumer values.

"Clearly, there's always the perception that the rich are protected from dips in the economy, [but] the current downturn has exploded that conventional wis-



dom," said Patrick DiChiro, managing director of the Prestige Marketing Group, which specializes in the luxury goods market.

"When we went into January and people started beating the war drum, we just had the bottom fall out," said Steven T. Florio, president of Advance Publications' The New Yorker. "I lost half of all of the travel advertising that was booked [for the first quarter] in one day, and I lost the other half the next day."

The result? Instead of being up 40 ad pages in the first quarter as projected, The New Yorker will be down 65 pages.

The New Yorker had projected the first quarter of 1991 would be even better than 1990, when it saw ad pages rise 1.9%.

Gourmet, Condé Nast Traveler, HG and Art & Antiques were also on the plus side last year, but Architectural Digest, Yachting, Town & Country, Travel & Leisure, Golf Digest, Golf Magazine, Bon Appetit, Smithsonian, Con-

(Continued on Page 44)

'USA Today' has eye on baseball

By Eric Weissenstein

ARLINGTON, Va.—USA Today, in a bid to broaden its sports coverage, will start publishing USA Today Baseball Weekly in April.

Thomas Farrell, exec VP-general manager of USA Today, will also be publisher of the new tabloid. The first issue will appear April 5, the Friday before opening day of the 1991 baseball season.

In adding a sports weekly to the in-depth coverage already provided by the daily, USA Today will position itself to compete more directly with national sports weeklies such as The Sporting News and other baseball publications like Baseball America. Mr. Farrell said He denied the weekly is a reaction to or will compete with The National, the troubled national sports daily.

"Seeing the reaction to our

daily newspaper, there seems to be a strong demand for more statistical information regarding the nation's pastime," Mr. Farrell said.

USA Today Baseball Weekly will carry a cover price of \$1 and be sold at newsstands and by subscription.

Preliminary ad rates for color ads are \$5,365 for the back page, \$9,389 for a center spread and \$4,471 for a full page. B&W rates range from \$1,325 for a quarter-page to \$6,955 for a center spread.

There may be some early discounts to attract advertisers, Mr. Farrell said.

Ad packages will be offered for both USA Today and the weekly. Mr. Farrell added, with Baseball Weekly available as an add-on to USA Today advertisers. No advertisers have been secured yet.

Both the major and minor

(Continued on Page 46)

FAXTRACK

A monthly reader poll



312-649-5331

Or mail to: FaxTrack
c/o Advertising Age
740 Rush St., Chicago, IL,
60611-2590

Paycheck blues

1. How big was your raise?

- No raise
- 1% to 2%
- 3% to 4%
- 5% to 7%
- 8% to 10%
- More than 10%

2. How much did you expect?

- No raise
- 1% to 2%
- 3% to 4%
- 5% to 7%
- 8% to 10%
- More than 10%

3. Will your standard of living increase or decrease next year?

- Increase
- Decrease
- No change

4. Are you thinking of changing jobs because of your raise?

- Yes
- No

5. Does your raise reflect your job performance last year?

- Yes
- No

Bossy, bossy!

1. Do you like your boss?

- Yes
- No

2. Do you respect his/her opinion?

- Yes
- No

3. Do you consider him/her a mentor?

- Yes
- No

4. Do you trust him/her to look out for your interests?

- Yes
- No

5. How often do you and your boss interact?

- Several times a day
- Daily
- Couple times a week
- Weekly
- Less than once a week

6. Would you prefer:

- More interaction
- Less interaction
- No change

Off the track

1. Is the quality of high-school education better or worse than when you attended high school?

- Better
- Worse
- Same

2. Would you favor paying a tax increase directed toward education?

- Yes
- No

3. Are recent college graduates you work with more or less prepared to enter the work force than you were?

- More
- Less

I work at:

- An advertiser
- An agency
- A media company
- Other

Do you consider yourself to be:

- Upper management
- Middle management
- Worker bee

Corner office: Peter Schweitzer



Although the office of J. Walter Thompson Co. Vice Chairman Peter Schweitzer exudes comfort, the chances are that the self-confessed sailing nut would rather be tacking up the Detroit River than overlooking it from the office on the fifth floor of the Renaissance Center.

His walls sport memorabilia from his 40-year passion, along with some off-the-wall items, including a 19th century lifeboat

compass; a 126-year-old desk and drawing table from the agency's original New York offices; and an antique Canadian army helmet presented to him by Ronald Burns, now ceo of JWT North America, New York. "[Mr. Burns] said I'd need the helmet for Ford meetings," says Mr. Schweitzer, adding that he dons the iron headgear "when things need shaking up."

—John P. Cortez

HAPPY CAMPERS

Surprisingly, 'benefits programs are expanding, not contracting'; a glance at how marketers' plans stack up

With unemployment at a recent high, it seems companies would be more interested in how to unload employees than in how to keep them.

As it happens, the opposite is more to the point, with companies taking a long-term view and putting together increasingly comprehensive benefits packages for employees.

"Benefits programs are expanding, rather than contracting," says Darlene Aiken, news coordinator for corporate news services at Eastman Kodak Co. "Many corporations, including Kodak, have cut back on the number of employees. If we are going to cut back, we need to get a hold of the very best employees, and this is a way to do that."

Ms. Aiken also says Kodak has found aggressive benefits packages can be extremely cost-effective. "It is more cost-effective to retain employees rather than to recruit and train new ones," she says.

Changes in demographics have forced corporations to reconsider what benefits work best in attracting and keeping top-notch employees, however.

"With the increasing number of women, two-career families, single parents and children of the elderly in the work force, there needs to be flexibility and support for employees to be productive in the work place," says Jeff Leebaw, manager-editorial services, Johnson & Johnson.

Boosting productivity isn't companies' only motivation in adding

flexible benefits programs. With about 80% of working women in their childbearing years and an estimated 80% expected to have children during their careers, accommodating workers with families has

become a business necessity.

"We created these programs basically because of the changing nature of the work force," says Tim Huelsman, director of employee benefits at Warner-Lambert Co. "It is critical to attract and retain the changing components of the work force."

To get a fix on how marketers' benefits stack up, free-lance writer Wendy Hickey contacted the top 24 Leading National Advertisers of 1989. Of those, 14 told *Ad Age* what salaries employees can expect beyond a paycheck.

To provide a complete view of the benefits programs at these companies, we asked for a rundown of the basics, such as vacation days after one year and

compensatory time, as well as more progressive concepts, such as part-time tracks for executives who need to cut back from full-time work, or "telecommuting."

"It is critical to attract and retain changing components of the work force."

programs for employees who choose to work from home via computer, modem and the telephone.

Here's what we found:

Employee matters

Benefits bend toward family

	Maternity leave	Paternity leave	Vacation days after 1 year	Personal days	Overtime pay	Comp time	Christmas bonus	On-site childcare	Childcare referrals	On-site elder-care	Elder-care referrals	Telecommuting	Extended leave	Part-time track	Job sharing	Parking	Dress codes	Flexible hours	Summer hours	Minutes on board	Women on board
Time Warner	10	2	OT															0 of 24	2 of 24		
Ralston Purina Co.	10	1																0	0		
Sears, Roebuck & Co.	10	3																1 of 16	3 of 16		
General Motors Corp.	10		OT															1 of 18	2 of 18		
Warner-Lambert Co.	10	3	OT															1 of 16	1 of 16		
Eastman Kodak Co.	10		OT															2 of 15	2 of 15		
Ford Motor Co.	10	5	OT															2 of 17	1 of 17		
K mart Corp.	10	8	OT															2 of 11	2 of 11		
AT&T Co.	10	8																0 of 18	2 of 18		
Kellogg Co.	10	3	OT															2 of 13	2 of 13		
R.J. Reynolds Tobacco Co.	10	5	OT															NA	NA		
Procter & Gamble Co.	10	2																1 of 17	1 of 17		
Pepsi-Cola USA**	10		OT															1 of 14	1 of 14		
Oscar Mayer Foods Corp.	10		OT															2 of 22	4 of 22		
Johnson & Johnson	10	∞	OT															1 of 18	2 of 18		

Source: Advertising Age

KIMBERLY MART

SEEING RED IN MOSCOW

Trying to run agency outpost in Russia is daunting as exec tries to overcome phone phobia, paperwork and five-course lunches

By Joel M. Ostrow

For Bill Munsell, chief operating officer of the first joint venture between a Soviet and U.S. ad agency, communications problems cause him to work "twice as hard as in the U.S. but get half as much done."

His workday at Young & Rubicam/Sovero in no way mirrors what it was in Cedar Rapids, Iowa, where Mr. Munsell, now a Y&R exec VP and director, was chairman of Y&R-owned Creswell, Munsell, Fultz & Zibel.

"You work a kind of funny clock because you have a day here, and then by 5 o'clock you begin a second day," when he can reach New York.

But even with the luxury of a direct line, chronically busy international circuits mean it still takes a half-hour to place a call to the West, and conversations often are cut off inexplicably.

As a result, the 65-year-old Mr. Munsell is regularly in the office past 10 p.m. trying to talk to Y&R's Western clients.

He says there's a "vast difference" between what he does here and what he was accustomed to at CMF&Z. Mr. Munsell says his primary task is to position the agency for clients "who will want to be here in the future."

His own goal when he arrived here in early June was "to make a contribution to building a communications resource in a unique place." But he warns, "the guy who comes in and expects to accomplish a lot in a hurry will be frustrated and disappointed."

Take lunch, for example. No business is conducted over lunch because "lunch here isn't lunch, it's dinner," he says.

Elaborate, five-course meals in restaurants last three hours, and few places allow for a quiet business conversation over a quick bite.

So Mr. Munsell makes do with cold hot dogs and watery mashed potatoes in the noisy bars at the International Trade Center, where Y&R's offices are located, or retreats to his 450-square-foot apartment

in the adjacent hotel for a sandwich of peanut butter and jelly—imported from the U.S.

And absolutely no business is conducted over the telephone, Mr. Munsell says. "No one will talk on the phone." Partly a cultural difference, partly tied to lingering fears of KGB wiretaps, Soviets demand that all business discussions be face to face.

Mr. Munsell first must meet with Soviet officials to discuss proposals, then write them in a "protocol," a non-binding letter of intent, before any decisions can be reached, he says. That paperwork can then be faxed to the various parties involved. "Everybody's got a fax," he says. But with faxing comes the familiar telephone problems.

The Working Life



Bill Munsell is learning to "work a kind of funny clock."

Seven months into his two-year stint, Mr. Munsell is a bit disappointed with his progress.

"I'd love to look back at the end of two years and say I'm leaving [it] a better place, and I think I will be able to point with pride to certain things," he says. "I think the bad news is the list won't be as long as I would have liked. However, one must make beginnings, and we've made one." □

Joel M. Ostrow is Advertising Age's Moscow correspondent.

THE AX

(Continued from Page 27)

unexpected news. Former client McDonald's Corp. was returning with \$55 million in business.

The agency also won two other pieces of new business, with the upshot being: "All of these [Maybelline] people are still at the agency—and doing something—else," Ms. Gillette says.

While that might be attributed largely to luck, Ms. Gillette says the agency has never engaged in mass firings.

"You can't turn around and grow if you just take an ax to people," Ms. Gillette says. "It's ridiculous. It's not how great agencies are built."

But if the replacement business doesn't come along, the agency absorbs greater losses and the people eventually fired not only are left hanging but may miss out on new job opportunities.

"It seems to us that once a [client's] decision is irrevocable, it does no one any good to allow things to fester," Mr. Wilhite says.

"It doesn't make sense to be Pollyannaish about the future; [to say] we've got all this experience in a given category and in 60 days we'll have an account in here to take its place."

"I think it's more appropriate to make the presumption that you won't get that income back instantaneously. You have to realign the organization to maintain its fiscal health."

When agencies make large staff reductions, they tend to hit the working grunts first, apparently assuming senior people retain and attract clients.

But doing so risks "cutting off the agency's hands and feet," says Mr. Roth. His answer: Cut fewer low-level jobs and reduce senior executives' salaries.

Proper handling of the psychological impact of account losses, on individuals and the

entire agency, is difficult but critical, agency executives say.

If employees must be released, "you do it as compassionately as possible, and as fairly as possible," says Mr. Wilhite.

As to how to handle remaining employees, "It is critical that you remind the agency that this [client] decision is not a blanket indictment of our capabilities in any way," he says.

"You work hard to restore the confidence of the organization in itself," he continues, "because they are the very people who are going out to acquire additional business that will replace that which was lost." □

DataTrack



Source: A Gallup Organization/Reich Corp. poll of 500 office workers.

Tools of the trade



MACUSEFUL

Training center brings expertise to the agency's door with hands-on schooling to get the most out of the shop's computers

By Julie Steenhuisen

No matter how many thousands of dollars an agency spends on a computer system, some terminals often end up as plastic desk ornaments because users are too busy working to figure out how to use them.

That's one reason Mind Over Macintosh, a California computer training company, devised Co-piloting, a one-on-one training program using a student's own work.

"It's only through watching the computers gather dust that people become aware of the need for training," says Bruce Kaplan, founder and president of MOM.

Conventional computer training generally is offered at a central training facility using prescribed course work. While most training companies are willing to offer one-on-one training at a customer's request, Co-piloting was designed specifically with ad agencies' needs in mind.

"Co-piloting allows [students] to actually create an ad with somebody there helping them do that, rather than going through a set of prescribed motions," says Shannon Pitts, director of creative technology at Ogilvy & Mather Worldwide, Los Angeles, and a MOM client.

At Ogilvy, for example, 10 art directors have each completed 11 hours of classroom work in Quark XPress and are waiting to schedule their Co-piloting hours around clients' projects, Mr. Pitts says.

Rubin Postaer & Associates has been working with Mind Over Macintosh trainers since the agency purchased its Macintosh system two years ago.

"We use Co-piloting a lot in presentation services," says Sylvia Orzel, computer operations supervisor. "The Co-piloting has worked very well there because with deadlines, you don't have the time to 'futz' around."

However, she says, it can be expensive. The basic rate for Co-piloting is \$90 per hour with a three-hour minimum, but

agencies can get volume discounts, says Justine Rosenheck, MOM marketing director.

In some cases, agencies can bill clients directly for work done while Co-piloting, helping pass on the costs of the training.

Ogilvy has spent a total of \$12,640 on computer training, with \$4,320 set aside for Co-pilot training, all of which will be conducted on clients' time.

Mr. Pitts says the fact that Co-piloting was billable influenced his training plans.

"It was definitely a factor in that it was going to pay for itself. There is the initial cost of [the classroom] training, but that is easily offset by the amount of money we can save doing our mechanicals and type in-house."

Because type and mechanicals normally would be produced at West Graphics, Ogilvy's production studio, a billing structure for computer time already is in place. Mr. Kaplan says many agencies do not have similar billing guidelines.

At Rubin Postaer, for example, art directors use the computer for type and as a comping tool.

"We don't use [the computer] for finished work, so it really isn't billable," says Bob Francis, VP-associate creative director and manager of collateral advertising.

"If you could bill it out, it would pay for the training. But I'd hate to try to figure out what that rate ought to be, because you'd sure be slow [getting the job done while training]," he says.

Mr. Pitts, however, argues a project completed during Co-piloting would still be faster than using traditional tools.

"I'm always there if anybody has any problems," he says.

For Mr. Francis, Co-piloting has another draw.

"It sounds like a lot of money, but ultimately it's the hook of spending an afternoon [with a trainer] that gets people to use [the computer]."

Macintosh "is the simplest computer on Earth. For the power vs. simplicity, it's as good as it gets. But let's face it, it's still pretty damn tough," he says. □

Magazine ad page leaders

Publishers Information Bureau figures for 1990.

Rank	Magazine	Pages	% chg	Dollars	% chg
1	Business Week	4,407.02	(10.3)	245,886,035	(5.6)
2	Forbes	3,939.25	0.9	169,455,846	7.5
3	People	3,625.78	(3.9)	345,791,839	6.0
4	Fortune	3,360.17	(11.0)	161,774,642	(3.3)
5	Bride's	3,172.57	(5.6)	56,176,029	1.6
6	TV Guide	2,966.02	(8.9)	320,308,116	(0.8)
7	Vogue	2,965.86	(10.7)	108,081,835	7.0
8	Time	2,727.93	(0.2)	381,852,410	2.3
9	Sports Illustrated	2,672.38	(10.4)	335,690,172	(0.3)
10	New York Magazine	2,657.54	(14.1)	43,434,140	(8.4)
11	The Economist	2,643.82	12.3	23,069,564	26.3
12	Modern Bride	2,576.13	3.4	41,107,014	6.9
13	The New Yorker	2,456.31	1.9	61,232,176	13.3
14	Newsweek	2,302.04	(7.7)	253,253,187	(1.0)
15	Elle	2,297.51	(1.0)	67,721,832	8.1
16	Cosmopolitan	2,156.41	(8.3)	129,913,724	3.3
17	GQ	2,030.57	(9.0)	49,573,439	(0.7)
18	U.S. News & World Report	2,010.93	(2.1)	159,338,356	4.3
19	Entrepreneur	2,004.44	14.0	19,682,672	38.9
20	Rolling Stone	1,990.08	1.3	76,037,112	7.0
21	Glamour	1,855.21	(5.3)	94,877,938	6.8
22	Architectural Digest	1,820.97	(3.8)	48,183,194	4.6
23	American Way	1,780.00	(6.2)	24,633,662	18.9
24	Good Housekeeping	1,740.43	2.3	163,240,991	10.3
25	Family Circle	1,684.85	(16.5)	137,273,222	(10.4)
26	Yachting	1,623.93	(2.1)	10,173,077	1.5
27	Town & Country	1,605.97	(3.6)	39,218,588	8.1
28	Ladies' Home Journal	1,532.25	(5.2)	109,404,461	4.5
29	Mademoiselle	1,494.93	(9.4)	48,951,987	0.5
30	Parents	1,487.01	(3.7)	59,636,244	(1.2)
31	Sunset	1,474.24	(1.9)	45,916,902	3.5
32	Vanity Fair	1,472.54	(1.0)	49,894,916	19.9
33	Skin Diver	1,450.92	6.5	13,517,873	12.1
34	Harper's Bazaar	1,426.03	(2.0)	37,433,759	4.1
35	Travel & Leisure	1,419.86	(6.4)	58,631,236	9.9
36	Woman's Day	1,408.12	(21.4)	99,101,166	(26.9)
37	Texas Monthly	1,404.09	2.2	16,349,018	10.4
38	W	1,352.99	(11.6)	31,081,973	(0.2)
39	Gourmet	1,332.83	1.3	35,274,330	11.5
40	Popular Photography	1,296.00	17.7	32,117,041	26.1
41	Golf Digest	1,287.91	(3.4)	66,702,279	4.2
42	Car & Driver	1,283.36	(1.5)	49,674,355	(8.5)
43	Muscle & Fitness	1,272.44	(15.5)	21,825,408	(7.8)
44	Better Homes & Gardens	1,266.98	(11.3)	143,544,885	(5.8)
45	Self	1,259.70	(6.5)	46,849,170	10.7
46	Southern Living	1,252.86	(5.8)	63,930,677	4.4
47	Esquire	1,240.70	(6.8)	39,414,127	3.7
48	San Francisco Focus	1,214.47	(6.5)	8,125,426	4.2
49	Seventeen	1,206.21	(9.4)	37,183,109	(6.1)
50	Redbook	1,205.60	(3.6)	75,689,905	0.9
51	Money	1,204.52	(8.3)	75,779,599	(4.9)
52	Inc.	1,170.59	(4.9)	48,085,758	3.1
53	Road & Track	1,142.20	(6.6)	34,610,707	(8.1)
54	Country Living	1,111.35	0.5	44,414,547	4.3
55	Condé Nast Traveler	1,101.34	14.7	30,513,825	30.4
56	Golf Magazine	1,091.80	(5.9)	37,554,994	14.5
57	Mirabella	1,088.28	48.7	17,648,470	121.2
58	Metropolitan Home	1,087.97	(10.9)	35,194,052	(1.3)
59	Salt Water Sportsman	1,084.20	(19.2)	7,149,663	(10.9)
60	HG	1,079.05	9.0	26,527,283	13.0
61	Ebony	1,065.35	(7.3)	37,716,243	(0.8)
62	Jet	1,058.91	(5.3)	18,049,778	0.9
63	Reader's Digest	1,048.98	(5.5)	108,592,492	(4.5)
64	Bon Appetit	1,045.03	(0.8)	32,205,826	3.9
65	Bicycling	1,029.26	(6.5)	14,353,080	10.1
66	McCall's	1,010.61	(9.9)	73,433,029	(1.8)
67	Four Wheeler	1,004.26	(0.4)	8,057,610	6.5
68	Working Woman	1,004.21	(11.0)	32,075,947	0.4
69	Ski	989.87	(3.6)	18,903,493	(3.5)
70	Financial World	966.11	24.3	22,465,598	44.1
71	Smithsonian	947.30	(10.1)	40,994,931	(6.3)
72	Motor Trend	940.77	(8.3)	34,348,292	4.8
73	Skiing	923.87	5.5	18,007,900	(2.6)
74	New Woman	915.08	(9.2)	22,434,133	(3.9)
75	Black Enterprise	908.21	(0.1)	12,119,205	8.5
76	Entertainment Weekly	905.76	1,000.0	19,478,531	100.0
77	Essence	881.13	(0.1)	22,133,432	12.7
78	Delta Sky	849.76	(8.3)	21,586,845	(2.8)
79	Parenting	837.71	14.4	14,899,189	48.3
80	Popular Mechanics	833.29	(10.3)	26,255,995	(8.6)
81	Art & Antiques	830.22	10.0	5,313,176	27.4
82	Premiere	819.94	8.0	14,979,568	36.3
83	M Inc.	810.40	(6.4)	9,807,626	(0.6)
84	Outdoor Life	810.16	(14.0)	25,696,553	(7.2)
85	California	809.88	1.4	11,983,941	12.1
86	Hot Rod	808.45	(23.1)	19,414,367	(15.8)
87	Field & Stream	800.03	(14.0)	35,683,132	(10.7)
88	Yankee	798.79	3.7	12,200,543	40.9
89	Sports Afield	794.76	6.9	15,750,513	15.9
90	Connoisseur	776.29	(17.6)	13,311,642	(10.8)
91	Popular Science	763.07	(19.6)	22,526,183	(15.8)
92	Working Mother	752.82	(15.3)	17,743,674	(1.7)
93	Southern Accents	751.16	3.0	7,485,995	12.0
94	House Beautiful	744.63	(9.0)	27,192,508	(0.5)
95	Playboy	720.70	(2.7)	47,814,982	2.8
96	Tennis	713.01	(7.2)	23,904,708	38.5
97	Food & Wine	711.95	(4.7)	17,350,642	1.8
98	Atlantic	701.96	13.4	11,953,509	24.5
99	US	700.68	(8.0)	20,828,635	(7.0)
100	1,001 Home Ideas	668.38	(4.5)	18,914,566	(0.4)

Percent change compares 1990 figures with 1989. Source: Publishers Information Bureau.

MEDIAWORKS

Titles bid soft year adieu

By Scott Donaton

December 1990—like December 1989—was a soft month for magazine ad pages. But 1989 was a record year for the industry; 1990 was a minor disaster.

Magazine ad pages dipped 1.1% to 15,202.2 in December 1990 compared with the year before, Publishers Information Bureau reports. PIB-tracked titles finished 1990 with 171,689.1 ad pages for the year, down 3.7% from 1989.

Ad revenues rose 1.9% to almost \$6.8 billion for the year, PIB reports. But that figure doesn't take into account off-rate-card deals and on-rate-card discounts, now common practice.

Overall, 74 of the top 100 magazines—including nine of the top 10—suffered ad page declines in 1990, while 25 posted gains. *Entertainment Weekly* made its debut on the top 100 list in its first year of publication, with 905.8 ad pages.

For the 16th consecutive year, McGraw-Hill's *Business Week* carried more ad pages than any other U.S. magazine, though pages fell 10.3% to 4,407.

Forbes finished a strong second despite the death last year of founder Malcolm Forbes, which industry observers had predicted would hurt the every-other-weekly. It carried 3,939.2 ad pages in 1990, up 0.9%.

Rival *Fortune* saw pages fall 11% to 3,360.2, finishing fourth overall. *People* was third with 3,625.8 ad pages, down 3.9%.

The clear-cut winner in the business field was the North American edition of *The Economist*, bucking the downward trend to finish the year 11th overall with 2,643.8 ad pages, a 12.3% gain.

The revenue leader for the year was Time Warner's *Time*, with \$381,852,410, up 2.3%. Time Warner titles filled the second

and third spots, too: *People's* revenues rose 6% to \$345,791,839, while *Sports Illustrated's* \$335,690,172 was a 0.3% decline.

TV Guide (\$320,308,116, down 0.8%) and *Newsweek* (\$253,253,187, down 1%) rounded out the top five.

In addition to *Business Week* and *People*, other top weeklies

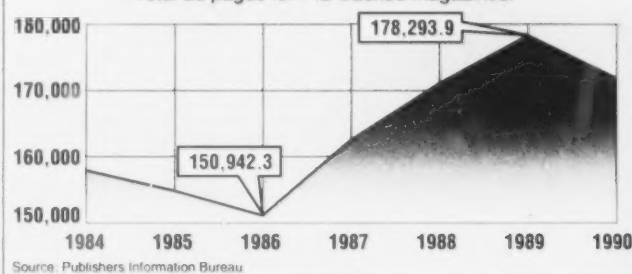
third in the field with 1,532.3 ad pages, down 5.2%.

Many upscale or affluent magazines—once considered "recession-proof"—also registered declines in 1990, an indication of how widespread the advertising downturn has become.

Architectural Digest carried 1,821 ad pages, a 3.8% drop.

Turning the page on 1990

Total ad pages for PIB-tracked magazines.



JOHN SMITHER

clearly were among the hardest hit by the downturn in magazine advertising.

Time's ad pages were relatively flat, down 0.2% to 2,727.9. *Newsweek* carried 2,302 ad pages, a 7.7% drop. And *U.S. News & World Report's* 2,010.9 pages represented a 2.1% decline.

Sports Illustrated had 2,672.4 pages, down 10.4% and *New York Magazine*, with 2,657.5 pages, was off 14.1%.

The *New Yorker* finished the year on the plus side with 2,456.3 ad pages, a 1.9% gain over 1989.

As expected, *Good Housekeeping* regained its position as the ad page leader in the women's service field, passing *Family Circle*. *Good Housekeeping's* ad pages rose 2.3% to 1,740.4. Perhaps more significantly, *Family Circle's* pages fell 16.5% to 1,684.9. *Ladies' Home Journal* finished

Yachting, with 1,623.9 ad pages, was down 2.1%. And *Town & Country's* 1,606 pages were off 3.6%.

Parenting magazines received mixed signals last year. Category leader *Parents* carried 1,487 ad pages, down 3.7%. But *Parenting* was up 14.4% with 837.7 ad pages. *Child*, which last year increased frequency to 10-times-yearly from every-other-monthly, finished the year with 576.1 ad pages, up 10.3%.

Among titles bucking 1990's downward trend: *Entrepreneur* (2,004.4 ad pages, up 14%); *Mirabella* (1,088.3, up 48.7%); *HG* (1,079, up 9%); *Financial World* (966.1, up 24.3%); *Art & Antiques* (830.2, up 10%); *The Atlantic* (702, up 13.4%); *Longevity* (440.8, up 46.3%); *Decorating Remodeling* (427.2, up 89.6%); and *Cooking Light* (382.8, up 9.9%).

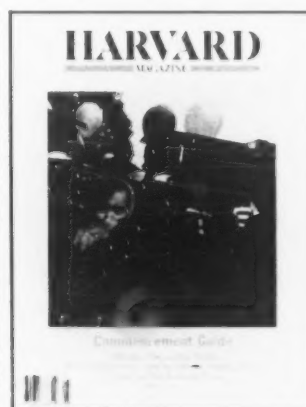
Eating Well, Charlotte, Vt.: Rate base to \$50,000, up 55%; b&w page to \$7,600, color page to \$10,500, both up 6%; b&w cost per thousand to \$21.72, color CPM to \$30.00, both up 3%. Effective: May/June issue.

Fortune, New York: Rate base to \$65,000, up 3%; b&w page to \$35,060, up 8%; color page to \$53,630, up 8%; b&w CPM to \$52.72, color CPM to \$80.64, both up 5.6%. Effective: Jan. 14 issue.

Harvard Magazine, Cambridge, Mass.: Rate base unchanged at \$50,000; b&w page to \$5,800, up 7%; color page to \$8,500, up 9%; b&w CPM to \$36.00, up 7%; color CPM to \$52.00, up 9%. Effective: January/February issue.

House Beautiful, New York: Rate base unchanged at \$50,000; b&w page to \$28,195, color page to \$47,490, b&w CPM to \$34.05, color CPM to \$50.00, all up 15%. Effective: January issue.

Mas, New York: Rate base to



\$65,000, up 13%; b&w page to \$14,700, color page to \$18,100, both up 13%; b&w CPM to \$26.00, color CPM to \$32.00, both unchanged. Effective: January issue.

Newsweek, New York: Rate base unchanged at \$3.1 million;

b&w page to \$69,455, up 10%; color page to \$108,050, up 7%; b&w CPM to \$22.40, up 10%; color CPM to \$34.85, up 7%. Effective: January 7 issue.

Soap Opera Weekly, New York: Rate base to \$50,000, up 4%; b&w page to \$5,670, color page to \$7,000, both up 7%; b&w CPM to \$11.34, up 16.7%; color CPM to \$14.00, up 16.6%. Effective: January 8 issue.

TV Guide, New York: Rate base unchanged at \$15.8 million; b&w page to \$103,600, color page to \$122,000, both up 8%; b&w CPM to \$6.56, color CPM to \$7.72, both up 8%. Effective: Jan. 5 issue.

Your Family, New York: Rate base unchanged at \$2 million; color page to \$329,600, up 3%; color CPM to \$329.60, up 3%. Effective: January/February issue.

Wayne Walley coordinates MediaWorks.

CONSUMER MAGAZINE AD LINAGE

December 1990					Year-end results 1989					December 1990					Year-end results 1989					December 1990					Year-end results 1989																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1990					1989					1990					1989					1990					1989																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
Auto cycle rec. vehicles																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
AutoWeek (52X)	130.9	163.4	1,862.8	1,895.3	Home C	30.7	39.4	632.6	675.7	Alaska	50.9	52.6	499.9	472.6	Frequent Flyer	35.2	31.6	481.0	511.1	Automobile Magazine	58.7	74.7	790.3	726.3	Home Mechanic C	37.0	35.6	556.5	638.4	Futures	36.6	43.5	492.9	533.3	Car & Driver C	99.2	117.8	1,283.4	1,302.3	Homeowner (10X) C	18.7	24.7	271.7	339.8	Inc. Magazine C	114.0	123.0	1,170.6	1,231.5	Car Collector & Classics	22.0	21.3	202.1	208.3	Horiculture	42.1	34.9	499.5	450.0	Income Opportunities	72.8	74.3	781.4	837.7	Car Craft	60.9	54.9	840.0	904.0	House Beautiful C	43.3	55.7	744.6	818.3	Industry Week (23X) A	41.2	54.1	1,042.6	1,119.6	Circle Track	59.5	64.7	944.2	1,005.9	House & Garden C	88.3	80.9	1,079.1	990.3	Nation's Business	26.9	19.9	309.2	437.5	Cycle	55.2	39.2	503.1	521.1	Metropolis	47.5	52.6	597.0	721.7	Success C	43.3	32.4	399.8	391.1	Cycle World	47.2	38.3	545.4	497.3	Metropolitan Home C	72.6	82.4	1,088.0	1,220.3	Total Group	2,016.1	2,004.8	24,624.6	25,302.5	Dirt Rider	68.2	40.0	541.2	389.5	Midwest Living C	72.2	58.8	412.0	383.5	% change	0.6%	-2.7%	Business/regional	Bus. Jml - Milwaukee	109.7	97.0	1,729.7	1,798.0	Easyriders	73.4	67.7	890.0	826.3	1,001 Home Ideas C	27.5	48.1	668.4	699.7	Bus. Jml - Sacramento	127.4	126.5	1,122.2	1,055.6	Family Motor Coaching	129.8	144.1	1,964.0	2,135.2	Organic Gardening (9X) C	31.0	33.0	384.6	426.9	Bus. North Carolina	32.8	44.8	487.8	498.7	4 Wheel & Off-Road	81.3	79.7	1,016.7	1,005.8	Phoenix Home Gardens	56.5	63.3	765.0	887.1	Capital Dist. Business	79.3	78.6	878.3	837.7	Four Wheeler C	82.6	86.6	1,004.3	1,008.1	Practical Homeowner (9X) C	52.3	—	418.1	312.9	Review (52X)	93.8	173.2	1,689.8	1,596.1	Hot Rod C	57.2	63.4	808.5	1,050.7	San Diego Home/Garden	57.3	90.6	837.7	877.3	Caribbean Business	50.1	48.4	643.7	745.0	Motorcyclist	30.6	29.2	476.7	468.1	Southern Accents (11X) C	61.3	67.0	751.2	729.5	Crain's Chicago Bus. (52X)	127.4	135.0	1,702.3	1,701.4	Motor Trend C	95.0	82.9	940.8	1,026.2	Southern Living C	79.1	85.6	1,252.9	1,330.0	Crain's Cleveland Bus. (52X)	76.2	79.5	907.3	957.4	Motorhome	89.9	91.6	1,246.7	1,151.0	Sunset Magazine A. C	110.3	108.6	1,474.2	1,503.3	Crain's Detroit Bus. (52X)	112.9	113.9	1,069.2	1,020.2	Rider	30.4	33.7	383.0	399.6	Workbench (6X) C	—	—	236.0	257.8	Crain's New York Bus. (52X)	65.0	54.0	841.0	725.0	Road & Track C	92.5	86.2	1,142.2	1,223.3	Total Group	1,420.0	1,471.1	19,371.6	20,676.6	Florida Trend (13X)	30.4	31.2	541.7	610.8	Trailer Life	106.1	83.6	1,129.2	1,098.5	% change	1.2%	-1.4%	Grand Rapids Business Journal	73.9	60.9	670.1	581.4	Total Group	1,501.2	1,483.2	18,855.3	19,123.4	Hawaiian Business	41.2	50.5	664.2	635.9	% change	-12.6%	-11.7%	Houston Bus. Jml (52X)	135.5	51.0	1,064.5	921.0	Civic fraternal	Elk (10X)	—	—	164.0	155.4	Indianapolis Bus. Jml (52X)	179.6	149.1	1,873.4	1,957.0	Elk (10X)	—	—	173.1	144.4	Nashville Business & Lifestyle B	24.9	—	122.0	—	Kiwanis	8.5	7.0	65.0	70.6	New England Bus. (12X) A	28.3	30.2	419.7	454.4	Lion (10X)	17.8	14.9	204.6	158.9	New Orleans City Bus.	65.8	43.6	661.3	510.0	Rotarian	23.5	22.4	309.1	310.7	Pacific Bus. News (52X)	119.6	113.7	1,385.3	1,275.2	V.F.W. (11X)	49.8	44.3	915.8	840.0	Philadelphia Business Journal	131.7	166.3	1,438.4	1,804.7	Total Group	49.8	44.3	915.8	840.0	Pittsburgh Bus. Times (52X)	91.0	134.1	1,174.9	1,409.0	% change	12.4%	9.0%	Providence Business News	67.9	79.8	844.0	1,082.0	General	American Health (10X) C	26.7	48.0	409.8	725.3	Regardie's Washington	80.0	105.0	1,513.0	1,829.0	American Health (10X) C	39.4	65.2	366.1	422.7	St. Louis Bus. Jml (52X)	169.6	99.6	1,396.3	1,276.7	American Heritage (8X) C	22.4	21.9	407.4	379.8	Warfield's Monthly	45.0	47.3	698.5	710.1	American Legion	71.5	69.9	830.2	754.8	Total Group	2,180.6	2,171.1	25,911.9	26,574.5	Art & Antiques (10X) C	101.8	102.0	1,171.0	1,191.0	% change	0.4%	-2.5%	National Sunday mags	Parade (52X) C	83.0	65.5	740.5	717.9	RT News (10X)	63.3	55.4	702.0	618.9	USA Weekend (52X) C	60.9	55.1	685.5	643.7	The Atlantic A. C.	101.7	104.1	1,045.0	1,053.7	Vista Magazine (52X)	31.4	21.9	296.0	254.1	Bon Appetit A. C.	24.0	37.8	336.3	449.4	Total Group	175.3	142.5	1,722.0	1,615.6	Cable Guide C	—	—	255.7	209.2	% change	22.9%	6.6%	Newspaper Sunday magazine	Life (6X)	40.9	57.8	637.7	627.9	Changing Times C	83.3	87.0	1,101.3	960.4	Boston Globe	129.5	189.6	1,881.0	2,421.0	Conde Nast Traveler C	81.3	82.7	776.3	941.9	Chicago Tribune	92.7	174.7	1,466.8	1,451.6	Consumers Digest (6X) C	36.5	36.8	382.8	348.4	Cleveland Plain Dealer	80.1	91.5	766.5	862.2	Cooking Light C	—	—	297.4	215.6	The Dallas Morning News	48.8	66.2	646.0	762.0	Departures N. America (6X)	79.4	84.0	1,065.4	1,149.6	Detroit Free Press	70.0	54.0	651.0	542.0	Gourmet C	142.6	155.3	1,332.8	1,315.4	 Ebony C	—	—	34.1	96.8	Harper's Magazine A. C.	35.5	32.2	389.0	362.0	European Travel & Life (10X) C	52.9	75.2	548.1	581.9	Let's Live	40.0	42.0	589.0	563.0	Food & Wine C	87.2	81.7	712.0	747.1	Life C	80.2	77.3	655.9	811.0	Games (6X) C	—	—	207.4	287.2	Longevity C	37.3	56.3	440.8	301.3	Golden Years (6X)	—	—	414.4	399.2	Mature Outlook (6X) C	32.9	50.5	227.4	256.0	Gourmet C	142.6	155.3	1,332.8	1,315.4	Madison	36.0	48.0	498.0	502.0	Harper's Magazine A. C.	35.5	32.2	389.0	362.0	Memphis	54.8	61.5	680.4	761.8	Modern Maturity (6X) C	32.9	50.5	227.4	256.0	Inside Chicago (8X)	—	—	169.5	220.0	Money C	115.4	129.7	1,204.5	1,313.4	Los Angeles	152.2	186.2	1,686.8	1,839.5	Mother Earth News (6X) C	27.9	18.5	281.9	247.9	Louisiana Life (6X)	—	—	176.0	167.7	National Geographic C	27.9	18.5	281.9	247.9	Madison	36.0	48.0	498.0	502.0	National Geographic	27.9	18.5	281.9	247.9	Mid Atlantic Country Milwaukeee	54.8	70.3	730.2	688.3	Traveler (6X) C	28.8	30.6	480.9	491.0	Minnesota Monthly	94.3	135.4	1,227.3	1,359.8	Traveler (6X) C	28.8	30.6	480.9	491.0	New Jersey Monthly	59.6	115.0	818.1	1,193.4	Travel & Leisure C	132.3	148.2	1,419.9	1,516.2	New Mexico	50.3	44.3	531.7	519.8	Travelhost	1,212.8	1,213.0	15,354.7	15,203.0	Ohio	37.7	28.4	634.9	616.7	Vanity Fair C	143.0	160.3	1,472.5	1,487.4	Orlando	67.5	80.0	1,046.5	1,173.0	Yankee C	58.1	55.5	798.8	770.2	Palm Beach Life	60.8	97.7	668.7	821.1	Home	124.6	137.1	1,821.0	1,892.3	Palm Springs Life	97.3	108.1	1,429.1	1,450.4	Better Homes & Gardens C	103.2	115.9	1,267.0	1,428.7	Philadelphia	143.7	157.3	1,502.2	1,673.3	Colonial Homes (6X) C	55.3	60.5	306.0	358.8	Phoenix	38.7	52.2	431.5	513.4	Columbus Monthly	—	—	114.5	134.1	RT News (10X)	63.3	55.4	702.0	618.9	Country Home (6X) C	57.0	54.4	360.4	453.1	Spinn C	68.2	45.3	569.2	494.6	Country Living C	94.5	76.7	1,111.4	1,106.4	Town & Country C	16.0	18.0	419.1	409.8	Family Handyman (10X) A. C.	—	—	385.5	464.7	Travel-Holiday C	132.3	148.2	1,419.9	1,516.2	Florida Home & Garden	58.0	65.5	836.8	1,038.1	Travel & Leisure C	132.3	148.2	1,419.9	1,516.2	Flower & Garden (6X)	—	—	197.2	216.4	Video Magazine	86.0	82.8	847.6	749.3	Music/entertainment	Audio	99.0	110.8	1,249.4	1,364.3	Baron's	133.1	153.4	1,718.2	1,846.5	Dance Magazine	65.4	60.5	647.5	641.7	Black Enterprise	59.2	69.8	908.2	908.8	Playbill	55.4	64.1	560.4	623.1	Business Week (52X) A. C.	479.1	421.8	4,407.0	4,914.2	Premiere C	121.9	89.7	819.9	759.3	Economist (52X) C	190.9	185.5	2,643.8	2,355.0	Video Magazine	86.0	82.8	847.6	749.3	Entrepreneur C	150.4	120.4	2,004.4	1,758.5	Total Group	427.7	407.9	4,124.9	4,137.7	Financial World (26X) C	48.2	63.9	966.7	777.2	% change	4.8%	-0.3%	Forbes (26X) C	285.3	301.9	3,939.3	3,905.8	Business/national	Barron's	133.1	153.4	1,718.2	1,846.5	Baron's	133.1	153.4	1,718.2	1,846.5	Black Enterprise	59.2	69.8	908.2	908.8	Black Enterprise	59.2	69.8	908.2	908.8	Business Week (52X) A. C.	479.1	421.

CBS

(Continued from Page 1)

zell. "CBS News has been hurt by internal economics. I don't know if you can pin that on Dan Rather, but yes, he has been hurt by this. It's unfortunate because he is a hell of a reporter."

Other agency executives aren't so kind, describing Mr. Rather as "stiff" in his delivery as anchor and a primary reason that ratings for the "CBS Evening News" have suffered, dropping to an average 10.0 Nielsen rating during the 1989-90 TV season. In 1985-86, the half-hour evening telecast earned an average 13.3 rating.

"I have to believe CBS is looking for a replacement," said a media buyer who asked to remain anonymous. "He's been in trouble for at least three years with CBS executives and not just because of the ratings."

CBS, however, might not be able to make a change. News viewers tend to prefer stability and a change could mean losing more viewers to ABC, NBC and even CNN, which has reaped a windfall of attention during the Gulf war.

Mr. Rather couldn't be reached for comment, and CBS executives refused to speculate on his future, pointing out that he's still under contract. Instead, they defended their position as a network that delivers "quality" news coverage.

"We are in a totally different time. People aren't watching qualitatively but quantitatively," said George Schweitzer, senior VP-communications for CBS Broadcast Group. "In cable homes, viewers have a 24-hour wire service, and they go for the pictures. Our main mission is to be reliable and give qualitative reports. People are still turning to CBS for our prime-time specials. They are watching what we have to say."

One factor hurting CBS and the other networks is the escalating cost associated with covering the Persian Gulf War.

Each network is facing the potential for at least \$50 million in war-related news-gathering costs (or about \$1.5 million a week), in addition to their average \$260

million to \$350 million annual news division budgets.

High-level network executives say war news-gathering costs are threatening the companies' overall 1991 earnings.

"When all is said and done, we're talking about a net loss for the networks as a result of the war," said Peter Lund, exec VP at CBS/Broadcast Group.

Network executives agree that dramatic realignment and financing of their news divisions will be necessary in the coming years if the operations are to remain in business.

Industry experts say it is conceivable that the current financial crunch could force one of the networks out of the daily news-gathering business—a prospect ABC, CBS and NBC officials defiantly dismiss.

"I don't think you can make those kinds of decisions right now based on a war the likes of which have been fought only twice since World War II," said Howard Stringer, president of CBS/Broadcast Group and former CBS News president.

But, he said, "If we continue covering this war with the same initial level of intensity, there's no question we all will be staring at some serious deficits and long-term decisions... something has to give."

"I think the war dramatizes the issues we've all been wrestling with for some time now. It certainly has focused people's thought on the role of network news divisions in a system in which there is an all-news, all-war channel. And given the fact that the audiences and ad dollars are shrinking for all three networks, something has to give," Mr. Stringer said.

In a comprehensive but gloomy report, Richard MacDonald, a partner of MacDonald Grippio Rely, recently forecast a \$125 million loss for the CBS TV network in 1991, and is advising clients to sell their stock.

However, Mr. MacDonald expects CBS Inc. to recover in 1992 to an overall \$287 million in earnings, bolstered by a network recovery to \$116 million in operating cash flow.

Reports from Electronic Media, a sister publication of Advertising Age, were included in this story.

Bowl

(Continued from Page 1)

Diet Coke "Crack the Code" Super Bowl ads because they were no longer appropriate to the mood of the country, said Bob Bertini, manager-public relations, Coca-Cola USA. Lintas-New York handles Diet Coke.

It was a corporate decision, he said. No one had criticized Coca-Cola's earlier plans.

Coca-Cola initially had planned to devote all its Super Bowl advertising, starring actor Leslie Nielsen, to the Diet Coke "Crack the Code" promotion, running since mid-January.

Game pieces have been distributed on Diet Coke packaging that were to be held up to the TV screen during a special half-time descrambler spot.

Mr. Bertini said the descrambler commercial would run, but the creative was being changed on Friday to make it less frivolous and more straightforward.

"The ['Crack the Code'] commercials are very lighthearted in their approach with Leslie Nielsen, and we thought that with the seriousness of the situation they weren't appropriate for the Super Bowl audience in their previous form," he said.

At A-B, the brewer pulled one 15 segment of "Bud Bowl 3" that reportedly included an explosion. At press time, the brewer also was planning to replace one regular Budweiser spot with a "Here's to you America" patriotic commercial.

Also at the last minute, A-B bought at least one more 30 spot and rearranged its time slots. D'Arcy Masius Benton & Bowles, St. Louis, handles.

The Diet Pepsi promotion, billed as the world's largest toll-free call-in game, asked consumers to call during the Super Bowl to qualify for one of three \$1 million prizes.

Pepsi said the promotion could handle about 3 million calls, and it expected that many calls to be made.

But the FCC said according to the U.S. Telephone Association the promotion could have generated 50 million calls which could severely cripple the nation's phone system.

But sales promotion executives questioned

the figure. Jeffrey McElnea, president of Einstein Freeman, Paramus, N.J., said it would be "more than unprecedented."

With 118 million viewers expected to tune in to the Super Bowl, 50 million calls would be more than one call per household, he said. Pepsi is not one of his clients.

"Off the seat of my pants, I'd say 3 million to 5 million calls would be correct," said Vincent Sottosanti, president of Comart-KLP, New York. Mr. Sottosanti doesn't handle any Pepsi business either.

The USTA said the 50 million call figure was based on information from Bellcore, a research company. Bellcore couldn't be reached at press time.

Mr. Sottosanti said if he were handling the Pepsi account, he would've checked with the FCC before launching the promotion, but Mr. McElnea said "it's not standard procedure" to check with the FCC.

Pepsi's troubles apparently began when local phone companies learned about the 800 number promotion. The USTA, as the trade association for local carriers, said it alerted its national membership of the promotion last week for fear it would tax the system.

One phone company source said someone even called the U.S. Department of Defense and asked that Pepsi be forced to cancel the promotion for security reasons.

The FCC contacted Pepsi, Super Bowl network ABC and the long-distance phone companies last week "to get assurances that the local exchange carriers wouldn't have problems Sunday," said Jim Spurlock, special assistant to the director of the FCC's Common Carrier Bureau.

He noted a letter from U.S. Rep. John Dingell (D., Mich.) to Pepsi, asking the marketer to kill the campaign, raised the same concerns.

Mr. Spurlock said concerns about overloading phone systems were particularly great in the New York state area—home of both Super Bowl teams, the New York Giants and Buffalo Bills—and that phones in the region might have been particularly crippled.

Pepsi said it still likes the idea of the phone promotion and couldn't say whether it would try it again another time.

Steven W. Colford and Ira Temowitz contributed to this story.

Pet food

(Continued from Page 3)

market Pro Plan dog and cat foods through the specialty channel and Clinical Nutrition Management products through vets only.

In supermarkets, Purina is also rolling out Nature's Course, positioned as an organic dry dog food (see story, Page 39).

Actor Robert Ulrich will tell the ONE story in a network, spot and cable TV, and print campaign breaking this spring. The campaign, themed "Purina ONE. Second to none," is handled by Seale, McCabe, Sloves, New York.

Direct marketing will support, as will "detailing" to veterinarians—personal visits by Purina representatives.

Purina, like Kal Kan and Quaker, is recommending that retailers establish a self-contained superpremium pet nutrition center, with pamphlets on pet care and nutrition, and even interactive computers in some stores.

It's likely some supermarkets will feature a Kal Kan Expert center right next to a 4-foot ONE pet nutrition center.

Kal Kan Expert, arriving on supermarket shelves this month, is the broadest of the three lines—36 items including canned and dry varieties of dog and cat foods, plus dog treats.

An extension of Kal Kan's flagship Pedigree dog and Whiskas cat food brands, Expert will be sold in various life-cycle formulas, including low-calorie, high-performance and senior (AA, Sept. 24).

Mars Inc.-owned Kal Kan will back Expert with a nearly \$20 million network, spot and cable TV, and print campaign, said John Murray, VP-marketing and sales.

Co-op newspaper ads will appear in February, and the national TV campaign will start in early April, Mr. Murray said.

Backer Spielvogel Bates, New York, handles.

Expert will sell for about 20% less than specialty-store equivalents, Mr. Murray said. If consumers trade up, he said, the average annual expenditure for pet food in the U.S. should increase.

At about \$60 a pet, the U.S. number is substantially smaller than the \$95 spent on each pet outside the U.S., he said, reflecting the popularity of comparatively inexpensive dry pet food.

Quaker will boost the price of the 20-year-old Cycle line as it reintroduces Cycle with an "advanced formula."

Cycle will be marketed in the same varieties—canned and dry foods in puppy, adult, light and senior formulas. Unlike Purina and Kal Kan, Quaker isn't venturing into cat food with the brand.

The "advanced formula" version is made from higher quality ingredients, Quaker said.

"We've got one of the original 'nutritional' brands, and we've done well with it; it's a \$100 million-plus brand," Mr. Mills said. "We see Cycle as a great vehicle to go after this business."

Cycle will be reintroduced in a network TV and print campaign set to break in early March. Quaker is currently testing creative work from incumbent agency J. Walter Thompson USA and Bayer Bess Vanderwarker, both Chicago.

A decision on which agency will handle the brand should be made in the next few weeks.

Nearly half the Cycle marketing budget will be used to push the line's 40-pound "Big Bags." Mr. Mills said 85% of dog food sold in specialty stores is sold in packages of 20 pounds or more.

Quaker is also making vets a key target of the Cycle relaunch, with ads in professional journals, product sampling and detailing.

"THE MOST TALENTED IMPERSONATOR PERFORMING TODAY" - PLAYBOY

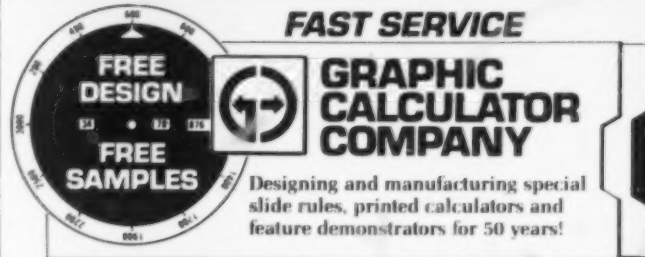


as MITCHUM as GROUCHO as BING as FRANKLIN
AT&T • CHRYSLER • NABISCO • PIZZA HUT • BUICK • KROGER

For Info Contact Will Jordan

WILL JORDAN 212-265-1652

FAST SERVICE



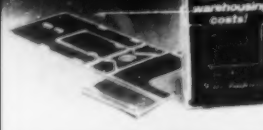
Designing and manufacturing special slide rules, printed calculators and feature demonstrators for 50 years!

708/381-4480 • FAX: 708/381-5370
234 James Street, Barrington, Illinois 60010

Shipflat IS-4

INFO HOLDERS
PAT. PEND.

Save up to
50%
on shipping,
handling &
warehousing
costs!



NOW
AVAILABLE
4" x 6" width

**A Rigid Literature Holder
That Ships Flat!**

Save 50% on shipping, handling
and warehousing! No breakage!



FFR
Merchandising,
Sign and Display
Accessories

216 473-6919
1-800-422-2547
FAX 216 473-6160

Fasteners For Retail Co.
261 Alpha Park, Cleveland, Ohio 44143

© FFR 1991

**Give your
product away
—on television
game-shows.**

It's the ultimate in low-cost mass exposure. We provide a complete service to all TV game-shows. Write for details.
Game-Show Placements, Ltd.
7011 Willoughby Avenue
Bollywood, CA 90018
(213) 874-7818

NOTE

ONLY THE FOLLOWING PAGES OF THIS
PUBLICATION HAVE BEEN FILMED

Cov. 1, Pgs: 4, 8-10
